



WENZEL RECEIVES TOP 100 AWARD FOR THE THIRD TIME

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METROLOGY MANUFACTURER FROM WIESTHAL IS ONE OF THE 100 MOST INNOVATIVE MEDIUM-SIZED COMPANIES IN GERMANY

Wiesthal - The WENZEL Group GmbH & Co. KG from Wiesthal has been awarded the [TOP 100 Seal](#) 2021. This is the third time that the company has been honoured with this award for particularly innovative medium-sized companies, following 2016 and 2018. Previously, WENZEL had proven its innovative strength in a scientific selection process.

WENZEL is one of the world's leading suppliers in industrial metrology. The company specialises in solutions for [coordinate measuring technology](#) in quality assurance and manufacturing as well as industrial [computer tomography](#). The focus of WENZEL's innovation strategy is the digital transformation of industry. "Certainly, the last few months have not been easy in terms of always keeping the focus on innovation. But with the confidence that we will overcome the hard times from 2021 onwards, we have continued to invest in order to gain new competitive advantages," explains managing partner Dr Heike Wenzel.



Metrology is an essential part of quality assurance and is increasingly becoming an elementary component of customised production. Optical sensors are increasingly needed to measure parts quickly and directly, and the quality of the measurement results is largely determined by the user-friendliness of the application software. Computer

tomography has also gained a firm place in measurement technology. WENZEL has developed its own products and solutions for all these tasks and complemented them with strong partnerships. The combination of own developments with leading partner solutions is for WENZEL as a solution provider the guarantor that the customers do not only acquire a qualitatively leading measuring machine, but that these are also renewed again and again with the suitable innovations during the more than 20 years of use.

In the last 12 months, WENZEL has developed many new products and successfully launched them on the market. In addition, excellent service ensures that customers enjoy the machines for a very long time. The machine manufacturer invests more than 10% of its turnover in research and development. This is above the industry average. "In this market environment, as the largest family-run company in the industry, we simply have to be innovative," explains Dr. Heike Wenzel.

Evaluation of the TOP 100 award winners by innovation researchers

On behalf of compamedia, the organiser of the innovation competition TOP 100, the innovation researcher Prof. Dr. Nikolaus Franke and his team examined the innovative strength of WENZEL. The researchers used around 120 test criteria from five categories as a basis: Innovation-promoting top management, innovation climate, innovative processes and organisation, external orientation/open innovation and innovation success. The core question is whether innovations are the result of a planned approach or a product of chance, i.e. the repeatability of innovation performance. And it is about whether and how the corresponding solutions succeed on the market (more information on the test criteria at www.top100.de/pruefkriterien). Due to the current situation, there was also a special section in this round in which the entrepreneurial reaction to the Corona crisis was examined.



Official award ceremony takes place in November

Prof. Dr. Nikolaus Franke, the scientific director of TOP 100, is impressed by the award-winning medium-sized companies. "The TOP 100 companies have consistently oriented themselves towards being as innovative as possible," he notes.

On 26 November, there will be another reason to celebrate: all the winners of the current TOP 100 year will come together to receive congratulations from Ranga Yogeshwar at the 7th German SME Summit in Ludwigsburg. The science journalist has been mentoring the innovation competition for ten years.